

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WPBC - Birmingham, AL.	Date: 10/31/12
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I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: ROY MOORE - Paid for by: Judge Roy Moore for Chief Justice, a legally

qualified candidate of the REPUBLICAN political

party for the office of: ALABAMA SUPREME COURT CHIEF JUSTICE

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: \$ 9,550.⁰⁰

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Judge Roy Moore for Chief Justice - PO Box 4186, Montgomery, AL. 36103

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RICH DOBSON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/18/12

Date

Regan Ben

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Duncan

Signature

DAVE DUNCAN

Printed Name

GSM

Title



Rep: TELEREP, INC.
Run On: Nov5/12 at 11:39

REP BUYLINES

Page: 1
Requested by: TLR

Order#: WBRC-TV BIRMINGHAM, AL
Station: STRATEGIC MEDIA PLACEMENT
Agency: POLI/R MOORE/JUGIAL
Advertiser: POLI/R MOORE/JUGIAL
Buyer: WHITNEY EVERSOLE

Hdlnf: 6400858 (Mod 0.0)
Dates: Nov01/12 - Nov06/12
Prod1: MOORE 4 SUPREME CRT
Prod2:
Tel #:

Traffic#: 843859
Salesperson: KRISTEN WASKIE
Est#: 3173
Demo: RA35+

Mod Code	Buy Line	Day/Time	Length	Starting Rate	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rep: Last RA35+ Activity	Last Mod/Rev
	1	Th-F/530-6A	30S	\$210	Nov01/12	Nov02/12	1	2	2	\$420	GD AL	0.0	Rev #0: A
	2	M-Tu/530-6A	30S	\$210	Nov05/12	Nov06/12	1	2	2	\$420	GD AL	0.0	Rev #0: A
	3	Th-F/6-7A	30S	\$340	Nov01/12	Nov02/12	1	2	2	\$680	GD AL	0.0	Rev #0: A
	4	M-Tu/6-7A	30S	\$340	Nov05/12	Nov06/12	1	2	2	\$680	GD AL	0.0	Rev #0: A
	5	Th-F/5-530P	30S	\$475	Nov01/12	Nov02/12	1	2	2	\$950	EN	0.0	Rev #0: A
	6	Mon/5-530P	30S	\$475	Nov05/12	Nov05/12	1	1	1	\$475	EN	0.0	Rev #0: A
	7	Th-F/530-6P	30S	\$475	Nov01/12	Nov02/12	1	2	2	\$950	EN	0.0	Rev #0: A
	8	Mon/530-6P	30S	\$475	Nov05/12	Nov05/12	1	1	1	\$475	EN	0.0	Rev #0: A
	9	Th-F/6-630P	30S	\$500	Nov01/12	Nov02/12	1	2	2	\$1,000	EN	0.0	Rev #0: A
	10	Mon/6-630P	30S	\$500	Nov05/12	Nov05/12	1	1	1	\$500	EN	0.0	Rev #0: A
	11	Th-F/9-930P	30S	\$575	Nov01/12	Nov02/12	1	2	2	\$1,150	LN	0.0	Rev #0: A
	12	Mon/9-930P	30S	\$575	Nov05/12	Nov05/12	1	1	1	\$575	LN	0.0	Rev #0: A
	13	Th-F/930-10P	30S	\$425	Nov01/12	Nov02/12	1	2	2	\$850	LN	0.0	Rev #0: A
	14	Mon/930-10P	30S	\$425	Nov05/12	Nov05/12	1	1	1	\$425	LN	0.0	Rev #0: A
Total 23 Spots for:										\$9,550		0.0	
Monthly Estimate Dollars:										\$9,550	Nov/12	0.0	Nov/12



WBRC-TV

ORDER

Print Date 11/05/12

Page 1 of 2

Flight Dates 11/01/12-11/06/12

Contract / Revision 843859 /

Original Date / Revision
10/31/12 10/31/12

Advertiser Moore, Roy-Chief Justice

Agency Strategic Media Placement.

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

MOORE 4 SUPREME CRT

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office T-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 3173

Alt Order # 06400858

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL150

Priority P 3

Advertiser Ref

Primary Account Executive

Kristin Waskie

Account Executive Order% Start Date End Date

Kristin Waskie 100%

Order Share 46% Market Value 20760

Competing Station	% of Order	Amount
WABM	%	0
WBIQ	%	0
WBMA	21%	4359
WBRCb	%	0
WCFT	%	0
WCIQ	%	0
WDBB	%	0
WIAT	18%	3736
WJRD	%	0
WJSU	%	0
WPXH	%	0
WTJP	%	0
WTO	%	0
WVTM	15%	3114

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	23	\$8,117.50	\$9,550.00	0.00	10/29/12	11/06/12	23	\$8,117.50	\$9,550.00
Totals	23	\$8,117.50	\$9,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WBRC	11/01/12	11/02/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	---11--	:30	2	\$210.00	P 3	0.00	NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$210.00		0.00			
E 2	WBRC	11/05/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	11-----	:30	2	\$210.00	P 3	0.00	NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$210.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WBRC	11/01/12	11/02/12	Good Day Alabama 6-7a GDA 6-7am	Comm	6-7am	---11--	:30	2	\$340.00	P 3	0.00	NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--	2					\$340.00		0.00			
E 4	WBRC	11/05/12	11/06/12	Good Day Alabama 6-7a GDA 6-7am	Comm	6-7am	11-----	:30	2	\$340.00	P 3	0.00	NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----	2					\$340.00		0.00			
E 5	WBRC	11/01/12	11/02/12	5pm News 5pm News	Comm	5-530pm	---11--	:30	2	\$475.00	P 3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--	2					\$475.00		0.00			
E 6	WBRC	11/05/12	11/05/12	5pm News 5pm News	Comm	5-530pm	1-----	:30	1	\$475.00	P 3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----	1					\$475.00		0.00			
E 7	WBRC	11/01/12	11/02/12	530pm News 530pm News	Comm	530-6pm	---11--	:30	2	\$475.00	P 3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--	2					\$475.00		0.00			
E 8	WBRC	11/05/12	11/05/12	530pm News 530pm News	Comm	530-6pm	1-----	:30	1	\$475.00	P 3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----	1					\$475.00		0.00			
E 9	WBRC	11/01/12	11/02/12	6pm News 6pm News	Comm	6-630pm	---11--	:30	2	\$500.00	P 3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--	2					\$500.00		0.00			
E 10	WBRC	11/05/12	11/05/12	6pm News 6pm News	Comm	6-630pm	1-----	:30	1	\$500.00	P 3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----	1					\$500.00		0.00			
E 11	WBRC	11/01/12	11/02/12	MF 9pm News M-F 9pm News	Comm	9-930pm	---11--	:30	2	\$575.00	P 3	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--	2					\$575.00		0.00			
E 12	WBRC	11/05/12	11/05/12	MF 9pm News M-F 9pm News	Comm	9-930pm	1-----	:30	1	\$575.00	P 3	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----	1					\$575.00		0.00			
E 13	WBRC	11/01/12	11/02/12	MF 930pm News M-F 930pm News	Comm	930-10pm	---11--	:30	2	\$425.00	P 3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--	2					\$425.00		0.00			
E 14	WBRC	11/05/12	11/05/12	MF 930pm News M-F 930pm News	Comm	930-10pm	1-----	:30	1	\$425.00	P 3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----	1					\$425.00		0.00			
Totals														23	\$9,550.00